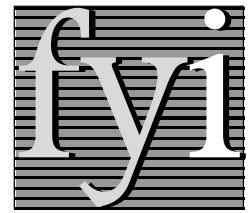




built green™



INFORMATIONAL
SUPPLEMENT FOR
DPD CUSTOMERS

residential green building program

Building homes that improve indoor air quality, save on utility bills, conserve resources, and reduce maintenance costs.



The Greenlake home above was renovated by Sunshine Construction using the BuiltGreen™ Remodel program. The kitchen features proper ventilation, FSC-certified sustainably harvested wood trim, low toxic finishes, recycled-content wallboard and insulation, low-flow faucet, and water and energy efficient appliances.

Photo by Erik Stuhaug,
City of Seattle Photography

The February 2003 issue of dpdINFO featured a case study on sustainable building techniques used in the new Seattle Justice Center. This month's feature explores BuiltGreen™, the residential environmental building program supported by the City of Seattle. It was developed by the Master Builders Association of King and Snohomish County in partnership with King Co., Snohomish Co., and FannieMae.

Did you know that you can increase your home-buying power by purchasing an energy-efficient home? Or that recent surveys show 80 percent of new homes do not meet consumers' expectations for environmental stewardship? Consumer demand for environmentally friendly homes has risen so dramatically in recent years that Puget-Sound area architects, builders, lenders, real estate agents, and regulators are hard-pressed to keep up.

One local program of note, BuiltGreen™, has made great progress in providing our region with quality homes which are both more cost-effective to own and operate than standard homes and also healthier, safer, and more protective of the environment. While contractors in King and Snohomish Counties already build to some of the toughest energy, air quality, stormwater management, and water efficiency standards in the nation, BuiltGreen™ goes beyond these standards to give homeowners added value and peace of mind.

A self-certification program that requires builders to follow a specific set of criteria to attain BuiltGreen™ status, the program is designed as a checklist that guides builders and homeownerstowards improving environmental performance as they make decisions. The checklist topics include building to green codes and regulations, site and water considerations, energy efficiency, health and indoor air quality, materials efficiency, and promoting environmentally friendly homeowner operations and maintenance.

BuiltGreen™ homes pay significant attention to indoor air quality by using healthier building materials like low-VOC paints and coatings. The homes can be more cost-effective to own and operate due to lower monthly energy and water bills. They are also more durable, which lowers maintenance and replacement costs. In addition, they can increase a home buyer's purchasing power. FannieMae offers several green mortgage products that increase purchasing power by taking into consideration monthly utility cost savings.

BuiltGreen™ encourages builders to earn points towards certification by

"Not only is the demand for environmentally friendly homes quickly rising, but recent surveys show that consumers are willing to pay more for them."

—Lynne Barker
Sustainable Building Specialist, DPD

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extensive recycling. They can enroll the project in King County's ConstructionWorks program, which provides builders assistance and recognition for setting up job-site recycling and waste reduction programs. In addition to recycling construction waste materials (such as cardboard, concrete, metals and wood), they are encouraged to provide the homeowner with garage sorting bins for recyclable materials and built-in kitchen or utility room recycling centers.

Builders and architects can better meet their project budget by integrating design strategies that reduce water and energy costs. BuiltGreen™ provides points for using solar design strategies that improve energy efficiency, such as using vegetation to provide shading on the east and west facades during the summer and allowing daylight to illuminate the home during the winter. Planting native or drought tolerant vegetation reduces water needs while also conserving local biodiversity and creating habitat for wildlife. For more information on BuiltGreen™, visit www.builtgreen.net.



A built-in kitchen recycling center is a feature of Neil Kelly Company's "Naturals Collection," a semi-custom cabinet line made with FSC-certified or recycled wood and environmentally friendly finishes and case materials. Photo courtesy of the Environmental Home Center.

Survey Shows Consumers Want More Green Features

When Cahners Residential Group surveyed consumers and builders about green building in 2000 and 2001 they found that consumers were both aware of the benefits of green building and willing to pay more for green homes. More than two-thirds reported that they would pay an additional \$2,500-\$5,000 for green features, and an additional 20% would pay as much as \$10,000 extra.

Energy efficiency, indoor air quality, and resource conservation were the most important green features. For example, more than 60% of the consumers surveyed said that more efficient use of wood was important to them. They wanted engineered wood products and certified sustainably harvested lumber used in their homes. Eighty percent did not want old-growth trees used in their homes.

—*"The State of Green Building, 2001"*

The survey shows an apparent disconnect between builders and consumers, as eight in ten consumers responded that their new homes do not meet their expectations for environmental stewardship. While more builders are embracing green building, only 28% claimed that green homes were the primary product they offered to their customers. More green builders are clearly needed. To read the full survey, "The State of Green Building", visit www.housingzone.com/green/index.asp.

How the City of Seattle Supports Green Building

The City of Seattle encourages residential builders and homeowners to use one of the four BuiltGreen™ programs for projects within the city limits: Home Builder (single-family), Remodeler, Multifamily, and Developer (community).

In 2002, the City established an incentive for BuiltGreen™ multifamily projects. Funded by Seattle City Light and Seattle Public Utilities, the incentive program provides financial assistance to building owners and developers that incorporate meaningful and cost-effective sustainable building goals early in the design process.

Last December, the Office of Housing and Mayor Nickels officially launched "SeaGreen: Greening Seattle's Affordable Housing." Developed as a tool for the City's low-income and affordable housing development partners, SeaGreen will help promote healthy, high quality housing for the communities who can least afford it.

This spring, DPD will build on these earlier initiatives and launch a Design Competition and Demonstration Program to raise awareness of BuiltGreen's™ benefits, help differentiate BuiltGreen™ homes from conventional homes, and increase demand from consumers. DPD's partners will include Seattle Public Utilities, Seattle City Light, the Master Builders Association, and other industry groups. The program will feature a competitive selection process by a panel of green building experts. Selected projects will receive incentives to assist with the design and construction costs. Look for more information in future issues of *dpdINFO*.

To learn more about the City's Sustainable Building Program, visit www.seattle.gov/sustainablebuilding. To explore DPD's role, visit www.seattle.gov/dpd/sustainability or contact:

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